UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
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# AGRICULTURAL MARKETING

(Script No. 3...For Use During the Period July 21--August 2, 1947)

SUBJECT: "The Federal Insecticide, Fungicide, and Rodenticide Act of 1947"

ANNOUNCER: The process of moving America's food from farm to table is of direct concern to everyone. Today, Station_____presents another in a series of broadcasts designed to tell farm people and city people more about various phases of this process and to bring you up-to-date information about the latest developments in the field of agricultural marketing...And here with us in the studio again today is our old friend _____, of the _____office of the Production and Marketing Administration. On the table in front of _____, is a peculiar assortment of glass jars and bottles. They're filled with powders and liquids of almost every shade of the rainbow....What have you got there, _____?

PMA: Poisons!

ANNOUNCER: Poisons...? Whatever for?

PMA: Now don't get nervous, _____. These powders and liquids are just a few samples picked from among the hundreds of preparations on the market that are designed to kill insects, rodents, weeds, fungus, and other pests that plague farmers, gardeners, and homemakers.

ANNOUNCER: Ugh...! Just keep them away from me. I hope that I don't fit into any of the categories you just mentioned, but I don't want to take any chances.

PMA: Oh, don't worry. There's no danger...That is there's no danger <u>if</u> you look carefully at the label and follow the printed directions for use.

ANNOUNCER: Hmmmm. This particular label seems to be pretty clear. There's the word "poison" in fairly large letters. Couldn't miss that very easily.

PMA: No, you couldn't. Notice, too, that on the bottom of the label is a detailed statement of just what's inside. And on the back you'll see that there are explicit directions telling you what to do in case you swallow some by mistake or misuse it in some other way.

ANNOUNCER: Well, that makes me feel a little better...But what has all this to do with agricultural marketing?

Wonderful and perverse. _____. Place where man-eating are just a few hundred miles from some the Brazilian of Paraguayans on the Argentine left are designed to kill insects, animals, weeds, fungi, and other pests like plants fungus, protozoa, and bacteria.

GOODWOMAN: Gee..., don't keep them away from me. I mean, I don't like any of the antagonists you just mentioned, but I don't want to take any chances.

MAN: Oh, don't worry. There's no danger... that is there's no danger if you look carefully at the tunnel and follow the printed directions for use.

GOODWOMAN: Hmmm. This particular label seems to be pretty clear. Therefore the word "poison" in fairly large letters. Couldn't mean that very easily.

MAN: No, you couldn't. Neither, very, that is the purpose of the label is a controlled experiment of just what's inside. And on the back you'll see what there are explicit directions telling you what to do in case you believe some by mistake or during it in some other way.

GOODWOMAN: Well, that makes me feel a little better. But what has all this to do with agricultural chemistry?

PMA: Good question, _____. I figured that you'd bring me around to the point of today's program sooner or later.

ANNOUNCER: Which is....?

PMA: The Federal Insecticide, Fungicide, and Rodenticide Act.

ANNOUNCER: Whoa. That's some mouthful. Now let's have it again in Basic English.

PMA: All right. At the end of June the President approved an Act of Congress which regulates the marketing of economic poisons...such as insecticides...

ANNOUNCER: ...Which kill insects, bugs, and such...

PMA: Fungicides, which destroy the growths that attack trees and plants.....herbicides...

ANNOUNCER: Those are weed-killers, aren't they?

PMA: Yes, and,finally,rodenticides, which destroy rats, mice, and other rodents...These four things are called economic poisons. And they have become increasingly important during the past few years to farmers and everyone else.

ANNOUNCER: I've been under the impression that such an act has been on the books for many years.

MAN: Good question, _____. I figured that you'd take me course on the point of today's program answer to later.

MODERATOR: Which is.....?

MAN: The Federal Association, Population, and Conservation Act.

MODERATOR: Okay. That's your resolution. Now let's move on again to world English.

MAN: All right. As the end of June the President approved an act of Congress which regulates the marketing of economic products...such as timber-cutting...

WOMAN: ...Which will insure, peace, and work...

MAN: Tranquillity, which justify the growing that already exists and planned.....Bombardes...

MODERATOR: Those are word-fillers, aren't they?

MAN: Yes, and Tranquility resolutions, which destroy wells, mines, and other industry...These four things are called economic policies. And they have become increasingly important during the past few years in Farmers and everyone else.

MODERATOR: I've been under the impression that such an act was been on the books for many years.

PMA: That's true. Back in 1910 Congress passed an insecticide act designed to protect the public against improper labelling of insecticides and fungicides. That act has worked very well, but in recent years many new products have come on the market --- some of which are much more powerful than any that were used before.

ANNOUNCER: I suppose you are referring to developmnts like DDT.

PMA: Yes. And in addition newly developed rodenticides and herbicides --- rodent killers like Antu...and weed killers like 2,4-D --- have begun to be marketed in large quantities.

ANNOUNCER: So the act of 1910 just wasn't broad enough to cover all these new products, is that it?

PMA: That's exactly right, _____. Besides, during recent years there have been remarkable improvements in the devices which are used by farmers and the general public for controlling insects and killing other pests.

ANNOUNCER: By devices do you mean things like aerosol bombs and other types of spraying apparatus?

PMA: Yes, those are generally included. The term "devices" also includes such things as traps for rats and mice and those new types of lamps which kill insects and bacteria. The purpose of including all these poisons and devices is to give greater protection to the public.

WMA: That's true. Back in 1910 Congress passed an insecticide act designed to protect the public against improper labeling of insecticides and fungicides. That act has worked very well, but in recent years many new products have come on the market --- some of which are much more powerful than any that were used before.

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WMA: Yes, these are especially included. Our term "device" also includes such things as traps for rats and mice and those new types of lamps which kill insects and bacteria. The purpose of including all these pesticides and devices is to give greater protection to the public.

ANNOUNCER: As I understand it the old Insecticide Act was principally designed to protect farmers and other insecticide-users against mis-branded products.

PMA: That's right. Under that Act the Department of Agriculture was directed to examine samples of various poisons to make sure that they meet the requirements of the law. The inspectors assigned to the Insecticide Division of the Production and Marketing Administration examine these samples and make other tests in orchards, gardens, and greenhouses. Through these and other activities the public gets thorough protection against adulterated or misbranded products.

ANNOUNCER: Does the new law change any of this?

PMA: Only to the extent that this protection is now extended to those new products and devices which I mentioned a few moments ago. Then, too, several new safeguards have been written into the Act.

ANNOUNCER: Such as...?

PMA: Well, perhaps the most important of the additional protections are those which require that all of "economic poisons" be registered with the Department before they are sold in interstate or foreign commerce.

ANNOUNCER: Wasn't that required previously?

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ANNOUNCER: Such as...?

MAN: Well, perhaps the most important of the additional protections are those which require that all of "economic poisons" be registered with the Department before they are sold in interstate or foreign commerce.

ANNOUNCER: Does this that required previously?

PMA: No, not specifically. In actual practice many manufacturers used to submit their product to the Department for an opinion as to whether it was within all the provisions of the law.

ANNOUNCER: But now this provision is mandatory?

PMA: Right. Under the law the marketing of these poisons is absolutely prohibited if they are not registered, or if claims are made for them which are different from those that are made at the time the products are registered, or if the composition of the product is different from that which appears on the registration.

ANNOUNCER: Those certainly seem to be fair requirements.

PMA: I think so. And, to assure that the public gets continuous protection, the Act says that these registrations must be kept up to date.

ANNOUNCER: What are some of the other important provisions of the new law?

PMA: Manufacturers must warn the public against the possibility of injury to human beings, animals, or plants. In many cases this means that where the substance is highly poisonous the label must bear the familiar skull and crossbones and the word "Poison" in prominent letters. These products must also carry a detailed statement of the ingredients, as well as directions for applying antidotes. Then, too, there must be adequate directions telling just how the poison should be used.

ANNOUNCER: I know that there are many chemical preparations which look like flour or sugar or some other household food ingredient. Isn't there always the danger that some careless person will mix these chemicals in food by mistake?

PMA: Yes there is. And to protect people against their own carelessness the Act specifies certain white powdered poisons that must be colored or discolored before they are sold. That practice has been followed by many manufacturers for some time. Incidentally, you might not think that this business of coloration or discoloration was very difficult, but you would be surprised at the care with which manufacturers and officials in the Department of Agriculture choose the coloring or discoloring ingredients.

ANNOUNCER: I suppose it's pretty important to be sure that the new color doesn't make the poison look like some other food.

PMA: And it's important too that the color doesn't wash out when the powder is dissolved in water.

ANNOUNCER: Does that about cover the provisions of the new Act?

PMA: I should mention one other thing.

ANNOUNCER: What's that?

PMA: Well, the new Act protects the public further by providing that the Department be kept informed about deliveries, movements, and inventories of economic poisons and devices.

ANNOUNCER: I see. Is the new Act already in operation?

PMA: Well, yes and no, _____. In all fairness to the manufacturers some leeway had to be given them so that they could adjust their operations to the new provisions. As far as devices are concerned the Act went into effect immediately...On June 25, that is.

ANNOUNCER: And for the poisons themselves...?

PMA: Rodenticides and herbicides come under the law on December twenty-fifth of this year. Insecticides and fungicides have been manufactured under the provisions of the old law for many years, so producers of these items have until June 25, 1948 to adjust their output to the new requirements. In the meantime of course, the provisions of the 1910 Act continue in force.

ANNOUNCER: Well, _____, I'm sure that our listeners have been very interested in what you've told us about this new Act. After all these pest killers are pretty important to practically everyone today... and particularly to farmers.

PMA: That's certainly true. Why the other day I read that the loss caused by just a few of the more important mites, ticks, and insects has been estimated at more than one billion, six hundred million dollars every year.

ANNOUNCER: Not to speak of the huge amount of wasted food which that figure represents.

PMA: Certainly. That's why the advances which have been made recently in the development of insecticides and other pest killers have become so important to our agricultural production.

ANNOUNCER: I've heard it said that one of the big reasons for the amazingly high level of farm production in the _____area during the past few years has been the widespread use of effective pest killers --- both the new ones like DDT and other preparations which have been in use for many years.

PMA: That's true not only of the _____area, _____, but of the entire country. That's why it's so important that our farmers and other users of these new products have the protection of the new law which I've just discussed.

ANNOUNCER: From what you've told us it looks like the consumer can be reasonably sure now that when he buys any preparation or device to get rid of plant or insect pests he's to get just what he pays for.

PMA: That's right, _____. Both the old and the new laws give assurance that the statements which the purchaser reads on the label of any of these products is truthful and that the chemical inside the package will do what the label claims it will do.

ANNOUNCER: A person couldn't ask for much more than that, could he?

PMA: You wouldn't think so. Still, no matter how much protection is given against fraudulent or misleading labelling there will probably always be people who will run into trouble by misusing the product.

ANNOUNCER: I'm sure that's true.

PMA: That's why it's so important that everyone who uses any of these chemical poisons knows just what safety precautions to observe.

ANNOUNCER: DDT is still so new that I'm sure a great many people would like to hear about how to use it most safely.

PMA: So far as DDT or any other poison is concerned, the average person will be perfectly safe if he just uses ordinary precautions in handling and storing them. Avoid letting any get onto eating utensils and food.

ANNOUNCER: And let's not forget that they should be kept out of the reach of children and animals and away from any place where they might be confused with food preparations.

PMA: That's right. Special care should be taken when using insecticides in oil solutions. Don't spread them on animals and don't expose them to an open fire. Be sure also to remove or cover house plants, fish, and pets when applying any poisonous preparation.

ANNOUNCER: I think we ought to mention also that every precaution should be taken to keep these poisons off one's own body.

PMA: Very true, _____. Always keep your body well covered when mixing and using these items. Take special care that none of the mixture gets into your mouth or eyes. It's a good idea also to wash your hands and face thoroughly after using these preparations and to wash frequently the clothes you use in spraying and dusting.

ANNOUNCER: In other words, the best advice is to just use plain, old-fashioned horse-sense.

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ANNOUNCER: In other words, the best advice is to just use plain, old-fashioned horse-sense.

PMA: That's the idea in a nutshell. One more thing. Don't get the notion that any single preparation is a cure-all. DDT, for example, is a wonderful thing and we are finding new uses for this insecticide every day. But there are many uses for which it has not yet been proven to be most effective. Always make sure that what you are using is the most suitable thing for the job you want done. And, in this connection, the label is usually a pretty good guide.

ANNOUNCER: Well, you've certainly managed to pack a great deal of useful information into the few minutes you've spent with us today, _____. I'm sure that our listeners are as grateful for what you've told us as I am....You've just been listening to another in the series of public service broadcasts on agricultural marketing, brought to you by Station _____, with the cooperation of the United States Department of Agriculture. With us in the studio today was _____ _____ of the _____ office of the Production and Marketing Administration,who told us about the new Federal Insecticide, Fungicide, and Rodenticide Act.

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